



Working Strategically, Working Together

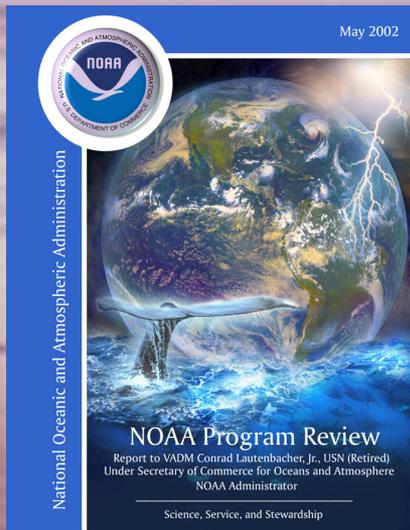
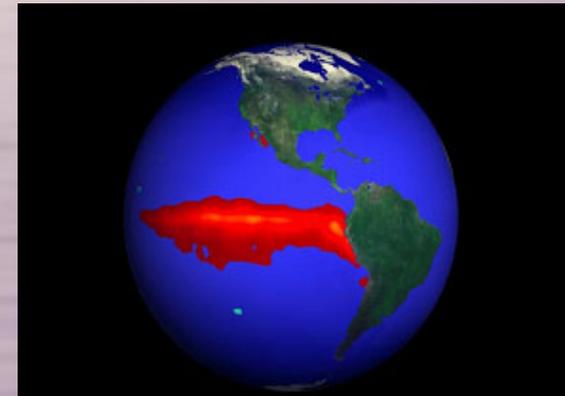
NOAA Strategic Management for Dummies



**Mary Glackin, Assistant Administrator
Program Planning and Integration
NOAA Mid-Level Staff Retreat
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Introductions

- 26 Years at NOAA
- Three line offices
- Five Administrations



NOAA Vision Summary



Vision

- Integrated, corporate NOAA
- Leadership
- Requirements Based Management
- Budgets that serve the mission
- Satisfied Customers

Tools

- Organizational Structure
 - *Matrix Management*
 - *Strategic Planning*
 - *Planning* Programming Budget System (PPBS)
 - Cost/Schedule/Performance
 - Customer feedback & outreach
- 

Strategic Management for DUMMIES

GOAL TEAMS?

Vision Statements?

MATRIX
MANAGEMENT

Councils?

NEC

Cross-cut
Priorities?

PPI

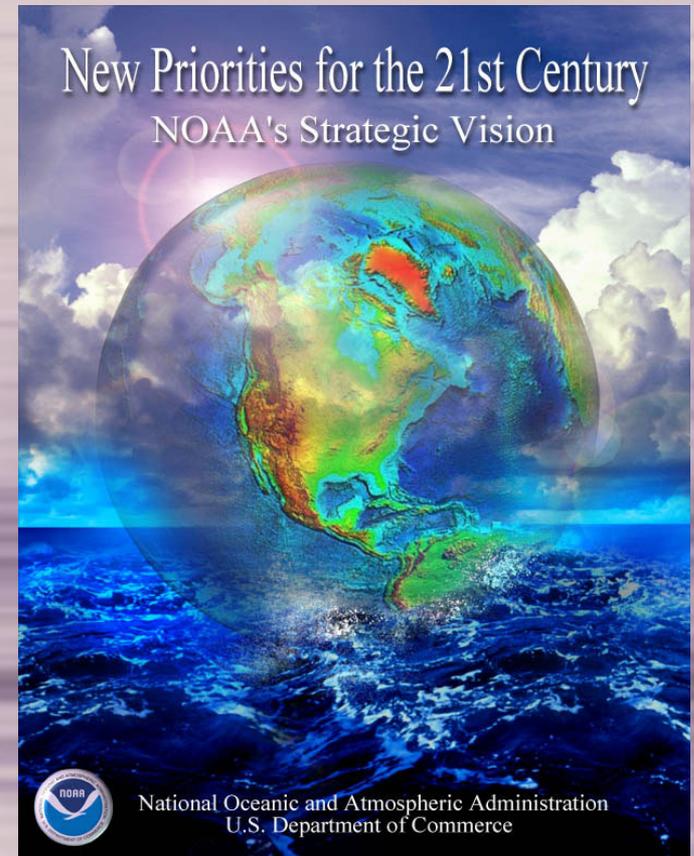
Program
Structure?

Reaching for Our Vision

...How the world is different with the strategic plan

NOAA's Vision

To move NOAA into the 21st Century scientifically and operationally, in the same interrelated manner as the environment that we observe and forecast, while recognizing the link between the global economy and our planet's environment.



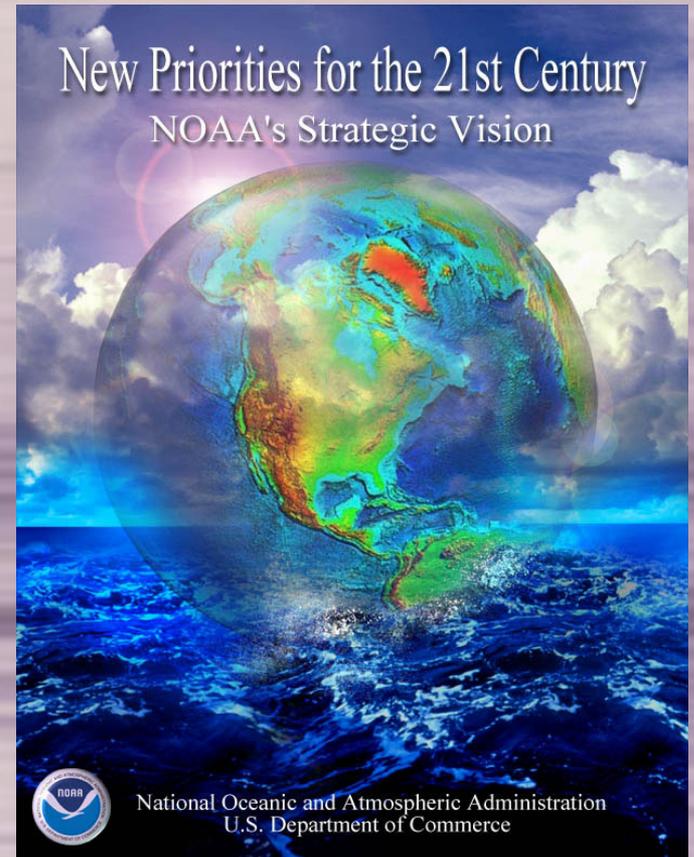
Key players: NEC

Fulfilling Our Mission

...What we are asked to do

NOAA's Mission

To understand and predict changes in the Earth's environment and conserve and manage coastal and marine resources to meet our Nation's economic, social, and environmental needs.



Key players: All NOAA

Mission Goals

...How we approach the future strategically

- Protect, restore, and manage the use of coastal and ocean resources through ecosystem-based management
- Understand climate variability and change to enhance society's ability to plan and respond
- Serve society's needs for weather and water information
- Support the nation's commerce with information for safe, efficient, and environmentally sound transportation

Key players: Goal Teams

Cross-cut Priorities

Developing capabilities with policies and procedures

Observations and data management

Observation Council

Environmental literacy

Education Council

State of the art research

Research Council

International C and C

International Council

Homeland security

Homeland Security Program

Organizational excellence

- Leadership

NEC/NEP

- Human capital

CFO/CAO Council

- Facilities

CFO/CAO Council

- Information technology

CIO Council

Administrative products and services

CFO/CAO Council

Key players: Councils

Program Structure

What we do – tactically

- Ecosystems
- Climate
- Weather and Water
- Commerce and Transportation
- Goal-wide Programs



Program Structure

Goal: Ecosystems

- *Habitat Restoration*
- *Coral Reef*
- *Protected Areas*
- Coastal Resource Management
- *Invasive Species*
- *Undersea Research and Exploration*
- Protected Species
- Fisheries Management
- *Aquaculture*
- Enforcement
- *Ecosystem Research*



Program Structure

Goal: Climate

Climate Program

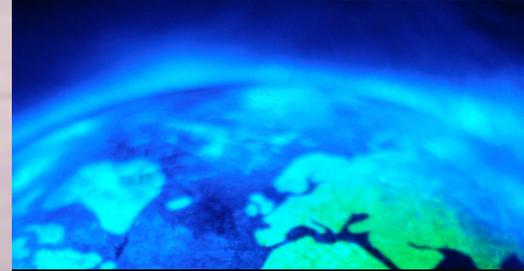
Observations and Analysis

Forcing

Predictions and Projections

Ecosystems

Regional Decision Support



Program Structure

Goal: Weather and Water

- Local Forecast and Warnings
- Tropical Storm
- *Space Weather*
- *Air Quality*
- Hydrology – Rivers, Lakes and Floods
- *Weather and Water Science and Technology Infusion*
- *Environmental Modeling*



Program Structure

Goal: Commerce and Transportation

- Marine Transportation Services
- Aviation Weather
- Marine Weather
- Geodesy
- *Emergency Response*
- Commercial Remote Sensing Licensing
- Commerce and Transportation Science and Technology Infusion



Program Structure

Goal-wide programs

- *Homeland Security*
- NOAA Management
- Geostationary Satellite Acquisition
- Polar Satellite Acquisition
- Fleet Services and Acquisition
- Satellite Services
- Facilities
- Administrative Services
- IT Services



Why Matrix Management?

- Achieve bolder goals
- Unify NOAA
- Leverage Resources
- Reduce duplication
- Focus resources
- Stimulate creativity
- Reach goals faster
- Expand learning

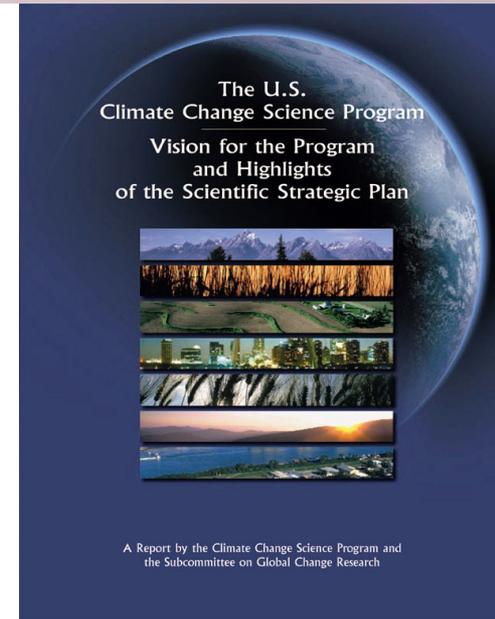


Strategic Planning



An Honest Broker for the Nation and the Globe

- Take the pulse of the planet: contribute to an integrated Global Observation System
- Advance toward an ecosystem orientation
- Expand climate services
- Improve water resource information
- Facilitate intermodal transportation
- Sustain important national NOAA programs
- Help the global community



Program Management Challenges

- Clear objectives
- Meeting customer expectations
- Strong program managers and management structure



One NOAA



Together we will thrive!

“There are some people who live in a dream world, and there are some who face reality; and then there are those who turn one into the other.”

– Douglas Everett

